

5 Do You Really Need It?

A Complete the sentences with the words from the box.

admire exclusive intended sophisticated brand formula revolutionary

1. Whenever I go shopping, I always end up buying Generation brand clothes. They are really stylish and they fit me great. You can get them at most department stores.
2. Many advertisements have athletes and famous TV personalities in them. Featuring these stars helps companies sell their products because so many people admire them.
3. That company has come up with some of the most revolutionary electronic products of our time. Many other companies all sell the same thing, but they always have new and inventive products.
4. The airline is having an exclusive sale only for their best customers. I was hoping to get invited to use the discounts, but I didn't.
5. The Upper East Side of Manhattan is a very sophisticated place. It seems like everyone there is rich and has high-class taste.
6. Commercials play on different channels and at different times of the day, depending on who they are intended for. For example, commercials that are aimed at adults will play at night after children are sleeping.
7. Some laundry detergents have a special formula that is designed to get stains out of clothes without ruining the material. They have many different ingredients in them.

B Answer the questions.

1. Who is the most sophisticated person you know? Describe him/her.
My sister is very sophisticated. She lives in a beautiful house, always wears stylish clothes, and eats gourmet food.
2. What's your favorite brand of clothes? What's your favorite brand of shampoo?
My favorite brand of clothes is GAP. My favorite brand of shampoo is Aveda.
3. Who do you admire most in life? Why?
I admire my father most. He is intelligent, works hard, and has a kind heart.
4. Who are most cartoons intended for?
Most cartoons are intended for children, but some are intended for adults.
5. Who is a revolutionary thinker in the history of your country?
Student's answer
6. What is a formula?
A formula is a method that we use to solve problems, or have success in something.

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C Underline the adverb in each sentence. Then tick (✓) the kind of information that the adverb clause tells us.

| | Reason | Purpose | Condition | Place |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
|  She's going to the mall <u>so that</u> she can get a new dress for the family dinner. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1. They used Roger Federer as their spokesperson because he's famous. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Wherever we go, we are surrounded by advertising. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3. I bought the face cream since it will help my skin look better. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. If you have a good advertisement, people will buy your product. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 5. They are planning to sell the juice everywhere they can. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6. The company made a commercial in order to sell their new product. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. I'm going to buy it at the store unless I can get a better price online. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 8. Now that the Internet exists, I never go to the mall. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

D Circle the correct adverb to complete each sentence.

 **They aired radio advertisements (in case / where) the newspaper ads weren't enough.**

1. They sold out of the new chips (only if / because) they were on sale.
2. They put a coupon in the weekend newspaper (to / wherever) attract new customers.
3. (If / Because) you want to go shopping, I'll go with you.
4. I decided to use conditioner (so that / now that) my hair wouldn't be dry anymore.
5. I'm going to buy a new computer (only if / since) my old computer crashed last week.
6. Many people buy bottled water (even if / so) they can drink the water from their tap.
7. (Unless / Everywhere) you go, there are things for sale.
8. She only buys organic foods (now that / even if) she has food allergies.

E Finish the sentences about yourself.

1. I (sometimes / always / never) shop online to a better deal.
2. I look for good prices wherever I go.
3. I (like / don't like) shopping because it takes too much time.
4. If I stay at the mall for a long time, I feel sick.
5. My parents buy me everything since I'm still young.
6. Everywhere you look there are advertisements.
7. My favorite place to shop is Food Mart now that they sell organic foods.
8. I (listen / don't listen) to commercials so that I can form my own opinions.

F Write an advertisement for each of the products below. Use an adverb clause with one of the adverbs from the box in each.

| | | | | | | | |
|---------|----|-------|--------|------------|-------------|-----------|----------|
| because | if | since | unless | everywhere | in order to | so (that) | wherever |
|---------|----|-------|--------|------------|-------------|-----------|----------|



1. If you want big strawberry flavor, you should try our strawberry blast.
2. You can have redder lips wherever you are.
3. Since the world is big, we bring you a way to stay connected
4. It goes everywhere you need to go
5. Designed with your body's needs in mind because they are designed for you.
6. Go on. Try them unless you're scared you won't stop!

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G Correct the errors in the sentences.

because

She went to the department store so that they were having a sale.

1. Because ~~of~~ it was late we were tired.

we

2. I'm bringing an umbrella in case ~~we~~ need it.

so that

3. He put on his glasses ~~unless~~ he could see.

it's

4. Where I live, ~~it~~ *it's* hot.

in

5. They are creating new ads ~~in~~ order to sell their products in Asia.

hurries

6. Even if ~~he~~ *he* will hurry, he will still be late.

so that

7. We put the milk in the refrigerator ~~now~~ that it won't spoil.

have

8. Now that ~~I~~ *I* have a cell phone, I can call my friends anytime.

موقع طول

H Complete the story with the words and phrases from the box.

beat it

blows

broke

maxed out

Last weekend, Karen shopped all weekend long. She bought a new pair of black shoes, a pair of boots, two dresses, three sweaters, and a bottle of expensive perfume. After spending so much money, Karen was (1) broke.

She was going to buy a cool designer bag too, but when she went to the register to pay, her credit card didn't work. Her card was (2) maxed out. She was so embarrassed!

When she got home, she had to sneak into the house because her mother thinks she shops too much. Karen says she's not wasting money, but her mother disagrees. She says Karen (3) blows money on things she doesn't need.

In the morning, Karen got dressed for school. She wore her new dress, a new sweater, and new shoes. She went downstairs to eat breakfast. "Good morning. Is that a new dress?" her mother asked, pointing at the price tag. Karen had forgotten to take it off! She confessed that it was, and then her mother noticed that the whole outfit was new. She was really mad, so Karen (4) beat it as fast as she could and ran out of the house.

I READING

Read the article. Then answer the questions below.

Global Marketing Mishaps

Brand names and slogans are extremely compact communication tools. They represent a great deal of information, and **evoke** memories, feelings, and expectations, which in turn influence buyers' decisions. A brand name is the heart of any product, and a slogan creates a direct and perhaps unconscious association with a product. This is why companies have to be very careful about the brand names and slogans they choose for their products, and extra careful when these products are offered in the international market.

A name for a product can be perfect in one language and **catastrophic** in another. There are many stories about advertising and marketing **blunders** involving words that just did not translate or had a different meaning. For example, General Motors had to rename its car, the Chevy Nova, in Spanish-speaking countries because Nova can be understood as *no va* which means "It doesn't go." No automobile company would ever want that!

But English translation mistakes aren't limited to Spain and Latin America. When Pepsi translated their slogan "Come alive with the Pepsi generation" into Chinese, it was incorrectly translated as "Pepsi brings your ancestors back from the dead." And Kentucky Fried Chicken's slogan "Finger-Lickin' Good" was translated into Chinese as "Eat Your Fingers Off."

These stories serve as **cautionary tales** for advertising students and/or professionals. It's always advisable to check what your slogan or brand name means and implies in the countries where the product will be sold, or you could end up making your brand a **laughing stock**.

Answer **true** or **false**.

1. **false** Brand names and slogans translate easily from one language to another.
2. **true** Brand names and slogans can influence buyers' decisions.
3. **false** Nova was a good name for a car in Spanish.
4. **true** There have been blunders in advertising when translating English into Chinese as well as Spanish.
5. **true** It pays to do research when translating advertising slogans from one language to another.

Write definitions for these words and phrases from the text.

6. evoke: bring out
7. catastrophic: disastrous
8. blunders: foolish mistakes
9. cautionary tales: warning stories
10. a laughing stock: joke

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J Use the words and phrases to fill in the blanks. Then answer the questions.

| | | | | | |
|----------------|---------------|----------------|----------|----------------|-----------|
| window display | hired | fully equipped | revealed | were delivered | stir |
| bystanders | mixed reviews | chopping | sliding | launched | oblivious |

A large furniture store (1) launched an unusual promotion for its products which would attract thousands of potential customers, or so they hoped.

The C&S – Comfort and Style – furniture store decided to advertise its products through an unusual (2) window display. They (3) hired people to “live” in the store windows. A display that showed a living room set was used by a group of friends, university students who had met to watch a football game on television. They were sitting comfortably watching the game and having snacks. A couple of pizzas (4) were delivered halfway through the game. The group in the window were (5) oblivious to the crowd that had gathered outside.

In another window, a (6) fully equipped, sparkling kitchen was being used by a caterer to prepare a meal for a reception. There was a chef and assistants working hard, (7) chopping vegetables, stirring food that was cooking, and (8) sliding freshly made rolls into the oven. Once again, the team of cooks seemed completely oblivious to the gawking crowd.

It was later (9) revealed that the window panes had been replaced with one-way mirrors that allowed (10) bystanders to look in, but prevented the people “living” in the window from looking out. They were fully aware of the fact that they were being watched but could forget about it and focus on their chosen tasks or pastime without any distractions.

The “live window displays” received (11) mixed reviews, but they certainly attracted very large crowds to the store. Whether the display proved to be effective in terms of sales has never been revealed. It is just possible that it caused a (12) stir without necessarily influencing people to buy.

Student's answer

1. What do you think of “living window displays”? Please give reasons.

2. Would you agree to participate in a “living window display”? Why? Why not?

3. Do you think that the idea attracted buying customers? Why? Why not?

K Write as many words as you can about the picture. Write sentences about the picture using *because*, *unless*, *since*, or *in order to*.



Words about the picture

supermarket shelves, loaded, laden, packaged goods, processed food, tinned food, preserves, packets of pasta, corn, pasta, olives, tomato paste, tomato sauce, ketchup, lentils, beans, rice, fish, lighting, price tags, aisle, higher, lower, middle, reach, spot, meet the eye, selection, wide selection, assortment, grouped, placed strategically, bottled oil, condiments, customer, buyer, consumer, health, healthy eating, shopper

1. Large supermarkets offer a very wide selection of goods in order to attract different customers.
2. Unless goods are categorized, and placed along especially designated aisles it is very difficult for shoppers to find their way around the place.
3. Because of the current interest in healthy eating, more and more consumers avoid processed food and opt for fresh ingredients.

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L WRITING

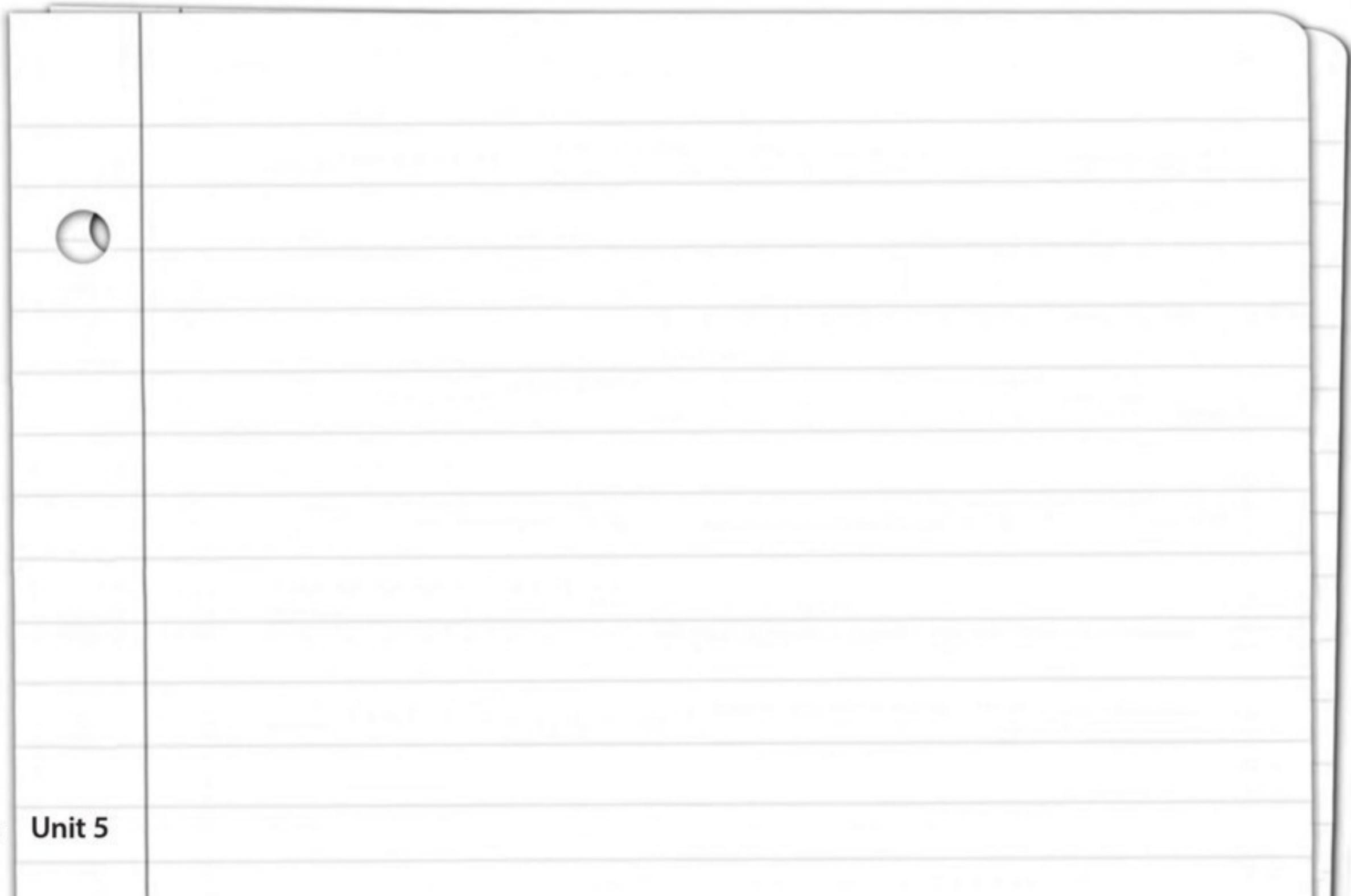
Student's answer

Think of a food product that is popular in your country or region that is not popular in other parts of the world. It could be a local snack, fruit, vegetable, or national dish. Write an advertising brief for selling it in another region of the world. Include the target market, the type of image you want to create for the product, and suggestions for packaging. Then create a new name and a short, catchy slogan for the food.

1. Before you write, take notes in the chart below.

| | |
|-----------------------|--|
| Food | |
| New sales region | |
| Target market | |
| Image to create | |
| Packaging suggestions | |
| Name & slogan | |

2. Now use your notes from the chart to write your advertising brief.



M

Complete the conditional sentences. Use the present and future forms of verbs.

If I spend (spend) too much time thinking about the future, I won't have (not have) enough time to do everything I want now. But if I don't think (not think) about the future, I won't have (not have) a clue what to do next.

1. If I buy (buy) a new laptop, I will be (be) happy. But if I don't have (not get) one, I will need to (need to) do the assignment on my dad's computer.

2. If it rains (rain) a lot this week, the team won't be (not be) able to practice for the big game. If the weather is (be) nice, the team will practice (practice) every afternoon.

3. If the temperature drops (drop) below zero, rain changes (change) to ice and snow. But if the temperature stays (stay) above zero degrees, rain doesn't freeze (not freeze).

4. If Adel decides (decide) to go to King Saud University, he will move (move) to Riyadh next fall. He will be (be) happy there if he makes (make) friends quickly.

5. Newton figured out that if you drop (drop) an apple, it falls (fall) to the ground. If you drop (drop) a feather, it floats (float) down.

6. If Adnan gets (get) a bigger car, he will impress (impress) his friends. But if he shows off (show off) to his friends too much, they probably won't hang out (not hang out) with him any more.



N

Circle the correct words.

1. Would you **(prefer / rather)** go shopping at the mall or ride your bicycle by the lake?
2. Would you rather **(study / to study)** math or read your favorite book in the park?
3. Would you **(prefer / rather)** going camping in the mountains or staying in a hotel at the beach?
4. Would you prefer **(spend / to spend)** money on a vacation or to stay at home and buy something you need?

0

Write your own answers to the questions in N. Use ***I'd rather*** and ***I'd prefer***. **Student's answer**

1. _____
2. _____
3. _____
4. _____

5 Do You Really Need It?

P Put the words into the correct categories. Some words may go in more than one category.

| | |
|-----------------------|------------------------|
| appealing atmosphere | fast |
| convenient | food courts |
| convenient location | friendly service |
| discounts | helpful staff |
| door-to-door delivery | luxury |
| entertainment | neighborhood |
| | pay by card |
| | wide range of products |



Words Connected with Shopping Habits

| Shopping Mall | Small Stores | Online Shopping |
|---|--|--|
| wide range of products discounts food courts entertainment luxury | friendly service neighborhood helpful staff appealing atmosphere convenient location | convenient door-to-door delivery fast wide range of products pay by card |

Q Complete the sentences with **unless** or **when**.

1. I never take any notice of commercials unless it's about something I may need.
2. Unless you have a good advertisement, people won't notice your product.
3. When he put his glasses on, he could read the small print.
4. The shops will be closed unless you hurry.
5. The dress will look great when you try it on.
6. I'm going to buy it at the store unless I can get a better price online.

R Complete the sentences with your own ideas.

Student's answer

1. Unless you are careful what you buy, _____.
2. When I think of _____.
3. _____ everywhere you can think of.
4. _____ when you give up your seat.
5. _____ unless you know the right people.
6. _____ unless he is willing to work hard.
7. If we don't win _____.
8. _____ when it's bad weather.

6 The Gender Divide

A Unscramble the words.

?

i t t y n e i n s

intensity

1. a t x n i y e

anxiety

2. o t e r s t e y e p

stereotype

3. e d g n r e

gender

4. s t e o i u d

tedious

5. s l r t e s e s

restless

6. p e t e m m e r t a n

temperament

7. t c a p y i a c

capacity

8. e e r p i e v i t t

repetitive

مُرْقَعْ حَوْلَ

B Write the words from exercise **A** next to the definitions below.

?

capacity

: the ability to contain, hold, or absorb

1. tedious

: boring and tiring

2. restless

: impatient; on edge; can't sit still

3. anxiety

: worry

4. intensity

: power; strength; concentration

5. repetitive

: repeats over and over again

6. stereotype

: a simple idea about how a group is, often not true

7. gender

: category—male or female

8. temperament

: character; personality

6 The Gender Divide

C Complete each sentence with the correct form of the verb in parentheses.

 I tried to sleep last night, but I couldn't. The noise from the neighbor's TV was too loud. (sleep)

1. I often forget to check the mail. Then the next day my mailbox is full! (check)
2. I regret buying the car. It was too expensive. (buy)
3. My father lost his job and we were low on money, so we stopped eating out at restaurants until he got a new job. (eat)
4. Did you remember to take out the garbage? (take)
5. I tried calling/to call you last night, but your phone went straight to voicemail. (call)
6. Thank you for your application. We regret to inform you that we decided to hire someone else for the job. (inform)
7. I don't remember living in that house because we moved when I was only two years old. (live)
8. We drove for four hours before we had to stop to get gas. (get)
9. I hope he remembers to go to the library after school today. (go)
10. My grandmother has problems with her memory. However, she will never forget raising her family. (raise)

D Change the sentences from active to passive.

 **Somebody needs to water the lawn every day.**

The lawn needs to be watered every day.

1. I don't like someone telling me to do my homework.

I don't like being told to do my homework.

2. My grandfather remembers people giving him gifts when he was a child.

My grandfather remembers gifts being given to him when he was a child.

3. He wants someone to give him the answer.

He wants to be given the answer.

4. Sheila wants her mother to help her.

Sheila wants to be helped by her mother.

5. Babies like someone talking to them.

Babies like being talked to

6. The cat wants its owner to feed it.

The cat wants to be fed by its owner.

Student's answer

E Finish the sentences about yourself. Use a passive or active gerund or infinitive in each sentence.

1. I forgot _____.
2. I always remember _____.
3. I have always regretted _____.
4. I stopped _____.
5. I tried _____, but I wasn't successful.
6. I want to be _____.
7. I like being _____.
8. I don't appreciate being _____.

F Combine the sentences. Use auxiliary verbs after **but** and **and**.

 **I always remember our first day at school. My best friend always remembers our first day at school.**

I always remember our first day at school, and my best friend does too.

1. My brother doesn't like talking about work. My father doesn't like talking about work.

My brother doesn't like talking about work, and neither does my father.

2. I don't like arguing. She doesn't like arguing.

I don't like arguing, and neither does she.

3. Sabah is in high school. Her friend Hanan is in high school.

Sabah is in high school, and Hanan is too.

4. Jody doesn't like to cook. Gwen likes to cook.

Jody doesn't like to cook, but Gwen does.

5. Tom doesn't have a job. His brother has a job.

Tom doesn't have a job, but his brother does.

6. We're not going on a trip. They're not going on a trip.

We're not going on a trip, and they aren't either.

7. He's not old enough to travel on his own. His brother is old enough to travel on his own.

He's not old enough to travel on his own, but his brother is.

8. Our classmates don't enjoy the activity. We enjoy the activity.

Our classmates don't enjoy the activity, but we do.

6 The Gender Divide

G Fill in the blanks with the verbs in parentheses. Use active or passive gerunds or infinitives.

Jenny: I've left a list of things to remember for you on the fridge under the red magnet.
Don't forget (1) to check (check) it when you leave the house.

Linda: I don't know why you have to make such a fuss. I'm always careful to turn everything off.

Jenny: Really? Do you remember (2) leaving (leave) the door unlocked when I had to be away for two days?

Linda: So what? Who is going to come in? We don't have anything worth taking in here.

Jenny: Maybe you don't, but I do. Anyway, check the list on the fridge to make sure.

Linda: OK. Have you stopped (3) buying (buy) milk? I can never find any in the fridge.

Jenny: That's because you drink it. Why don't you stop (4) to think (think) before you complain about things? Oh, Linda, come on. I'll only be away for the day. Surely you can manage. I tried (5) to reach (reach) our aunt, but she's not answering her phone and I'm worried.

Linda: I don't like (6) being told (tell) what to do all the time. I know I'm younger and you don't trust me, but why don't you try this once.

Jenny: Yes, I do remember (7) being told off (tell off) by our grandmother when I forgot to turn off the tap and the water flooded into our room. OK, I'll remember (8) not to speak (not speak) to you like that again.

Linda: Thanks, and I'll remember (9) to do (do) what I'm supposed to. Promise!

H Answer the questions.

1. What do these phrases mean?

"I've known that for ages." I know something for a very long time.

"You can say that again." I agree with you.

2. Is there a place you know like the back of your hand? Where is it? Student's answer

3. Have you ever made a big deal about something and then realized it wasn't so important? What was it?

Student's answer

I READING

Read the article and answer the questions.

The Environmental Divide

Concern for the environment has been a controversial issue from the start. When companies and industries were monitored and assessed to determine the amount of waste that they disposed of and the impact of that waste on the environment three decades ago, there were a lot of skeptics who regarded it as a ploy to promote a new industry, that of waste management.

In actual fact, a number of organizations with foresight jumped in to secure a piece of the waste management market. Bonuses and tax deductions were offered as an incentive for industries to upgrade their production procedures and equipment, in favor of environmentally friendly alternatives or at least alternatives that reduced harm to the environment.

Scientists had been setting out alarms and advising people to reduce the levels of waste accumulated on Earth as they could foresee future consequences. Yet, few responded.

Environmentalists attempted to prevent some of the destruction of natural habitat that would impact on the lives of humans and other living organisms on Earth, but they were initially greeted with suspicion and on occasion with outright contempt.

The controversy continues uninterrupted. Even today, with all the belated discussions and summits to control global warming, people are divided on the issue. There are those that attribute most environmental changes to the natural evolutionary process of our planet and quote the ice age or the extinction of the dinosaurs as evidence of the changes that take place irrespective of humans and human intervention.

At the other end, stand those who regard Earth as their home and would like to maintain it as best they can by removing all toxic and destructive factors. They are the ones who refer to the destruction of the rain forests as one of the major crimes committed and substantiate it convincingly through the climatic changes, the depletion of oxygen, and holes in the ozone layer.

To this day, there does not seem to be a uniform standpoint on the issue despite attempts by international organizations to mobilize countries and individuals in a uniform effort to preserve the environment.

1. What are the two opposing views on the environment?

One view attributes climate changes to a natural evolutionary process and the other points the need to eliminate all the destructive factors which destroy Earth.

2. Who are these views represented by?

Mainly industries, scientists and environmentalists.

3. What is one of the main arguments used by those opposed to the environmentalist view?

There were environmental changes in the past that had not been caused by human intervention.

4. What do environmentalists juxtapose as an argument?

The destruction of the rain forests, the depletion of oxygen, the holes in the ozone layer.

5. What is your view on this issue? Please give reasons.

Student's answer

6 The Gender Divide

Student's answer

J Compare two different ages. Think about someone you know well, a family member or a family friend who is at least 15 years older than you. Use the points listed below and make notes about yourself and your older friend or relative. Then write sentences comparing yourself to them, using your notes to help you.

| | You | Your family friend or relative |
|---|----------|--------------------------------|
| Favorite activities in the city | | |
| Favorite activities outside the city | | |
| Attitude to travel | | |
| Attitude to technology | موقع حول | |
| Favorite TV shows | | |
| Least favorite TV shows | | |
| Favorite food and eating habits | | |
| Other | | |

1. _____
2. _____
3. _____
4. _____
5. _____

K Write as many words as you can about the picture. Write sentences about the picture using verbs +infinitives or gerunds with different meanings.



Words about the picture

students, young men, casual clothes, dressed casually, T-shirt, jacket, smiling, grinning, different nationalities, rock, cave, light, team, research, postgraduate, graduate, sunglasses, paper, happy, pose.

1. They tried looking serious but it didn't work because they always manage to have fun with whatever they do.
2. They hope to be rewarded for all the work they put into their research and presentation.
3. They don't regret sharing findings with each other, because they firmly believe in sharing ideas and information in order to discover something worthwhile.

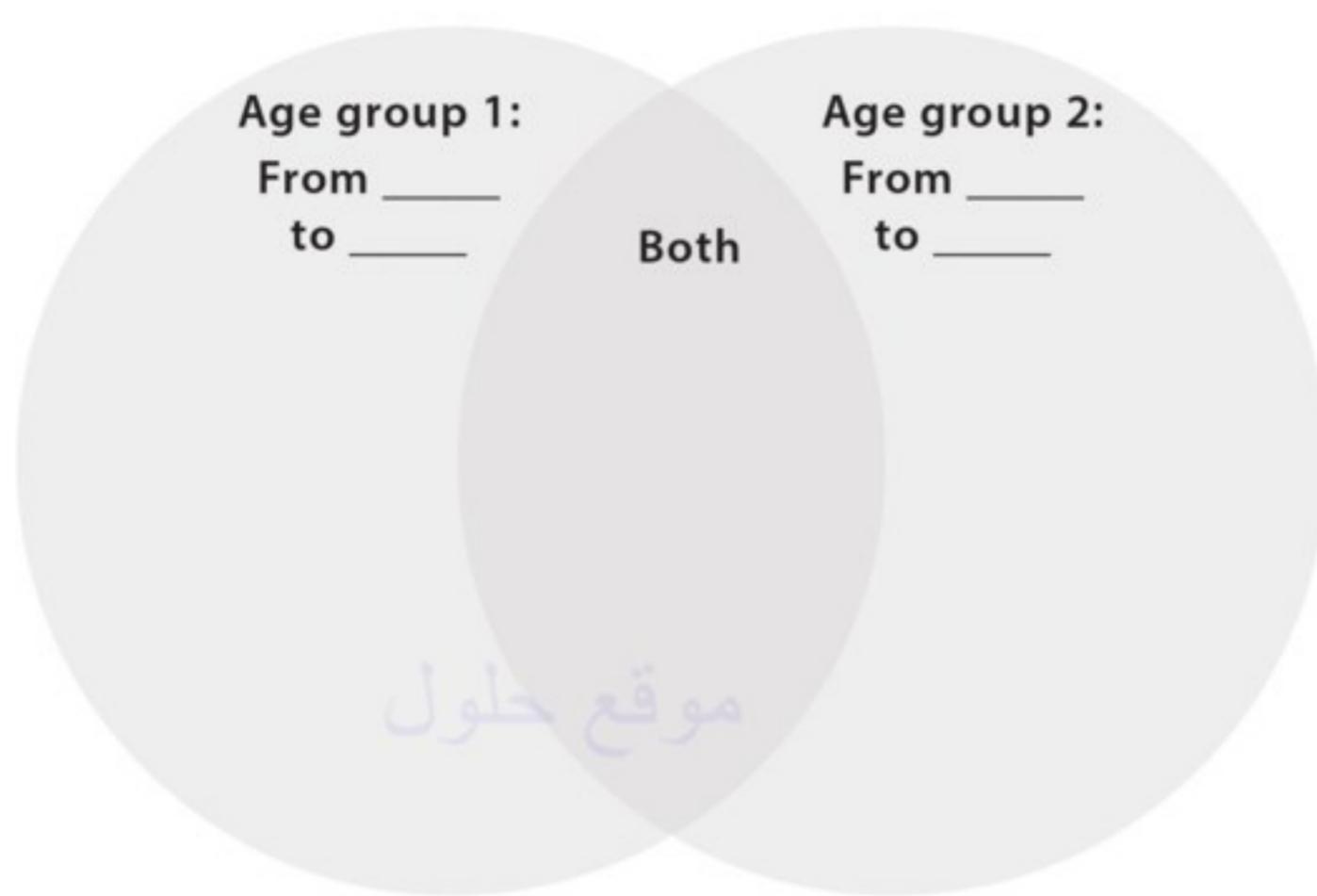
6 The Gender Divide

L WRITING

Student's answer

Write a comparative essay about the behavior and attitudes of people of different ages. Choose people from different age groups in your country, in your family, or among your siblings (brothers and sisters). What are the things that are specific to each age group? What are the things that both age groups have in common?

1. Before you write, take notes in the Venn diagram below.



2. Now use your notes from the Venn diagram to write your essay.

M Complete the dialogue with the present perfect, or the present progressive of the verb in parentheses.

A: Nura, is that you?

B: Sabah? I (1.) haven't seen (not see) you since your graduation! How (2.) have you been (you/be)?

A: Great! (3.) Has it been (it / be) that long? So, what (4.) have you been doing (you/do) these days?

B: You won't believe it. I (5.) have been teaching (teach) English at our old high school.

A: Really? So, you (6.) have got (get) your degree in English at last. That's good news. How long (7.) have you been working (work) there?

B: I (8.) have been (be) there since the start of last semester. What about you? How's your mom? (9.) has she made (she/make) any more beautiful clothes since I saw her last?

A: Oh, yes. she (10.) has just finished (dst/finish) a new dress for me. That reminds me, we (11.) have spent (spend) all month planning a dinner party for my grandma. That's what the dress is for. I (12.) have been planning (plan) the menu all morning. We're going to make all her favorite foods.

B: That sounds like a delicious feast. I'm sure your grandma will enjoy it.

A: Would you like to come? I (13.) have written (write) an invitation to send to you. What are you doing on Friday afternoon?

B: That's kind of you. I (14.) haven't got (not got) anything special to do this weekend, so I'll ask my parents if I can come.

A: Good. Well, I must go now. Mom (15.) has been waiting (wait) for me. She says we (16.) have been talking (talk) too long on the phone as usual!

B: OK. Bye for now! I'll let you know about Friday, for sure.

Student's answer

N Write your own answers to the questions. Use the present perfect simple, present perfect progressive and **for, since, all day/week/month/year**.

1. What have you been doing lately? Why?

2. Who haven't you seen in a long time? Why?

3. Where haven't you been in a while? Why?

4. Have you planned or attended any special event recently? What?



6 The Gender Divide

O Circle the correct words to complete the descriptions.

1. Ahmed will probably become a (**writer** / **novel**) one day as he's always been a (**bookworm** / **bookmark**).
2. If you want to (**keep** / **play**) fit and meet new people, I'd recommend joining a (**sport** / **club**) where you can take part in different activities.
3. Andy is so good (**with** / **at**) tennis that he has won several prestigious (**awards** / **stickers**).
4. Nora has always been fascinated (**by** / **in**) poems and now she's writing her own (**training** / **poetry**).
5. I'm not the slightest bit interested (**by** / **in**) reading detective (**stories** / **games**).

P Complete the sentences with the correct form of the words in brackets.

1. Playing games with his brother brings Adel a great deal of enjoyment (**enjoy**).
2. There was a look of happiness (**happy**) on Omar's face when he got his new laptop as a present.
3. Ken loves skiing with his dad since he gets a sense of satisfaction (**satisfy**) from taking part in sports outdoors.
4. Some people believe that computer games can be educational (**educate**) as they may train children to think quickly.
5. To expand her knowledge (**know**) of teaching methods Miranda uses the Internet as a source of new information.
6. Our local team has won many equestrian competitions (**compete**) in recent years.



Q Match the words to make compound nouns..

| | | |
|-------------|----------|---------------|
| 1. stamp | <u>d</u> | a. seller |
| 2. internet | <u>c</u> | b. sport |
| 3. stuffed | <u>g</u> | c. café |
| 4. science | <u>h</u> | d. collection |
| 5. comic | <u>e</u> | e. books |
| 6. athletic | <u>f</u> | f. track |
| 7. best | <u>a</u> | g. toys |
| 8. water | <u>b</u> | h. fiction |

R Make four sentences using some of the compound nouns in **Q**. **Student's answer**

1. _____
2. _____
3. _____
4. _____

EXPANSION Units 4 – 6

A Match the words and their definitions.

| | |
|----------------------------|---|
| 1. <u>l</u> restless | a. a false belief about yourself or a situation |
| 2. <u>i</u> broke | b. having unusual habits or behavior |
| 3. <u>k</u> admire | c. the name that identifies a product or manufacturer |
| 4. <u>b</u> idiosyncratic | d. for a long time |
| 5. <u>g</u> doze off | e. personality or mood |
| 6. <u>e</u> temperament | f. involving a big change |
| 7. <u>d</u> for ages | g. fall asleep |
| 8. <u>a</u> delusion | h. worry |
| 9. <u>h</u> anxiety | i. out of money |
| 10. <u>j</u> ally | j. friend or partner |
| 11. <u>c</u> brand | k. respect |
| 12. <u>f</u> revolutionary | l. impatient; can't sit still |

B Answer the questions. Student's answer

1. What gender are you?

2. What's something you find tedious?

3. What's the most outlandish commercial you've ever seen? Explain.

4. What's your favorite brand of food? What does the brand's logo look like?

5. What's something you like to blow money on?

6. When do people doze off?

7. What would you do if you bought a computer that had a lot of defects?

8. What kind of exotic animals can you see in parks or zoos?

EXPANSION Units 4 – 6

C Combine each pair of sentences using a paired conjunction.

 **Tom doesn't lie. Tom doesn't yell.**

Tom neither lies nor yells.

1. He worries a lot. He tries to avoid conflict.

He not only worries a lot, but he also tries to avoid conflict.

2. Ben doesn't like to play football. Scott doesn't like to play football.

Neither Ben nor Scott like to play football.

3. Betty likes to talk about her feelings. Tara likes to talk about her feelings.

Both Betty and Tara like to talk about their feelings.

4. They will have pizza. They will have pasta. They don't know yet.

They will either have pizza or pasta. They don't know yet.

5. Madison likes to speak in formal situations. Madison likes to speak in informal situations.

Madison likes to speak in both formal and informal situations.

6. Sea turtles can swim underwater. Sea turtles can live to be very old.

Not only can sea turtles swim underwater, but sea turtles can also live to be very old.

7. Men don't like to do tedious tasks. Men don't like to talk about their feelings.

Men neither like to do tedious tasks nor talk about their feelings.

8. The meal can be served with rice. The meal can be served with salad.

The meal can be either served with rice or salad.

D Answer the questions, using complete sentences with adverb clauses. Use the adverbs in parentheses.

 **What is your favorite TV show? Why do you like it?**

(because) My favorite TV show is *CSI* because it's exciting.

1. Where do you take your cell phone?

(wherever) I take my cell phone wherever I go.

2. When should you call 997 or another emergency number?

(only if) You should call 911 only if there is an emergency.

3. Why are you studying English?

(so that) I am studying English so that I can study in the U.S.

4. Why don't you have school on September 23rd?

(because of) We don't have school on September 23rd because it's a National Day.

5. Why do you have an umbrella?

(in case) I have an umbrella in case it rains.

6. Where can you use the Internet?

(everywhere) You can find a place to use the Internet everywhere you go.

EXPANSION Units 4 – 6

E Complete the sentences. Use the verb in parentheses as a gerund or an infinitive.

Tip I forgot to meet (meet) my friend at the lecture hall. My friend waited until the lecture started and finally went in without me.

1. Our biology teacher always stops talking (talk) to us when she sees us in the school yard.
2. Did you remember to buy (buy) the tickets? I'm worried they'll sell out if we don't get them soon.
3. I tried turning (turn) on the light, but it's not working. We might need to buy a new one.
4. I regret to tell (tell) you that the tickets were sold out when I tried to buy them. I'm sorry.
5. My grandmother remembers paying (pay) only 25 cents to buy an ice-cream cone. Times have changed a lot since she was a little girl.
6. On our way home, we stopped to have (have) an ice-cream cone. It was delicious.
7. I don't remember seeing (see) a bag. Are you sure you took it with you?
8. I regretted watching (watch) that horror film on TV. I had nightmares for weeks.

F Combine the sentences. Use an auxiliary verb with **but** or **and**.

Tip The shampoo is expensive. The conditioner is expensive.

The shampoo is expensive and the conditioner is too.

1. The BMX-3000 is sophisticated. My old car isn't sophisticated.
The BMX is sophisticated, but my old car isn't.
2. This packaging doesn't look good. This advertisement doesn't look good.
This packaging doesn't look good, and the advertisement doesn't either.
3. The commercial is good. The slogan is good.
The commercial is good, and the slogan is too.
4. The uniforms aren't new. The sneakers are new.
The uniforms aren't new, but the sneakers are.
5. China sells the car. Mexico sells the car.
China sells the car, and Mexico does too.
6. The spokesperson is a scientist. The sponsor isn't a scientist.
The spokesperson is a scientist, but the sponsor isn't.
7. Endorsements are a way to advertise. The "Bandwagon Technique" is a way to advertise.
Endorsements are a way to advertise, and the Bandwagon Techniques are too.
8. The commercial isn't funny. The billboard isn't funny.
The commercial isn't funny, and the billboard isn't either.

EXPANSION Units 4 – 6

G

When and where do people do these things? Write sentences.

Student's answer

1. Invite friends and relatives to your house.

2. Visit friends and relatives.

3. Exchange gifts with family and friends.

4. Celebrate with family and friends.

5. Organize a dinner party.

6. Drive to the desert.

7. Pitch a tent.

8. Have a barbecue.

H

Write as many words as possible that collocate with these items.

| convey | witness | outlandish | untimely | brand |
|--|--|--|---|---|
| meaning; message; information; feelings; ideas; a request | an event; incident; happening; accident; mistake; move; act; action; attempt; operation | idea; behavior; development; reaction; suggestion; option; appearance; creation; design | response; invitation; move; suggestion; gesture; comment; idea; development; decision | new; expensive; well-known; cheap; expensive; stylish; widely advertized; international; local |

EXPANSION Units 4–6

I Look at the picture and write words that describe what is happening. Write sentences about what each boy could be thinking using some of your action words (verbs).



Action words (verbs)

mark, kick, take, score a goal, win, trick, hang on, keep, lose, blink, play, run

1. There's no way he's going to take the ball away from me.
2. I'll show him how good I am; I'll trick him into thinking I've lost the ball and then run with it.
3. I'm bigger and stronger than him; I'll score before he can blink.

EXPANSION Units 4 – 6

J WRITING

Student's answer

Write an essay about the customs and traditions of a holiday that you celebrate.

1. Before you write, use the chart below to organize your ideas. In the first column, write two or three customs or traditional things that people do on the holiday. Research these traditions and then write notes about the origin of each in the second column.

| Holiday: _____ | |
|------------------|--------------------------------|
| Tradition/Custom | Origin of the Tradition/Custom |
| | |
| | |
| | |

2. Now use your notes from the chart to write your essay.

موقع طول



Writing Skills 1

Student's answer

Expressing Your Opinion

When giving your opinion, either orally or in writing, it is important to clarify whether the opinion that you are expressing is your own or one that is generally accepted.

| Personal opinion | General opinion |
|-----------------------------|---|
| I think that... | Most people know/think that... |
| In my opinion,... | Everyone knows that... |
| From my point of view,... | It is thought/believed/well known that... |
| As far as I'm concerned,... | Most people support/oppose the... |
| I strongly believe that... | |

A. Choose the most appropriate beginning for each sentence.

1. (In my opinion / Most people know that) people today are too obsessed with earning money. They should try and enjoy life more.
2. (As far as I'm concerned / It is thought that) global warming will cause the polar ice caps to melt.
3. (Everyone knows that / I think that) governments of richer countries should give money to poorer countries.
4. (From my point of view, / It is thought that) medical care should be free for everybody.

B. Use the prompts to express opinions about the world today.

1. I think that _____
2. It is believed that _____
3. Most people support the idea of _____
4. As far as I'm concerned, _____
5. Most people think that _____

When expressing your opinion in a debate, it is important not to make your statements so general that they are not true. For example, the statement *Everybody loves to eat junk food* can be easily argued with. However, the statement *Almost everybody loves to eat junk food* is much more difficult to argue with.

When expressing your opinion in a debate:

- Avoid words like *never, always, all, none*. Use words like *often, hardly ever, many, very few*, etc.
- ~~No~~ **Few** teenagers like school.
- Try using modal verbs to qualify the verb.
There ~~will~~ **may** never be peace in the world.

C. Modify the following sentences to be less extreme.

1. It never rains in the desert.
2. There must be life on other planets.
3. It is impossible to find a cure for cancer.
4. All factories pollute the environment.

Writing Skills

Writing Skills 2

Student's answer

Rewriting

English is a very versatile language. By choosing vocabulary and structures carefully, you can often write the same idea in several ways. For example:

There are not enough homes in modern cities for the people who live there.

There is a shortage of homes in modern cities for the people who live there.

Modern cities do not have enough homes for the people who live there.

The number of homes in modern cities is insufficient for the people who live there.

Another way to improve your writing is to avoid constantly using the same word by using synonyms.

A. Complete the sentences so that the second sentence has a similar meaning to the first. Use the words in parentheses.

1. a. There will be an exam in biology on Monday.

b. The students _____ in biology on Monday. (tested)

2. a. Computers have caused major changes in the way people work and study.

b. Computers _____ work and study practices. (revolutionized)

3. a. Not many people like to drink coffee at night.

b. Drinking coffee _____. (unpopular)

4. a. It was the first time the children had seen snow.

b. The children _____. (never)

5. a. Many people think that Venice is the most charming city in the world.

b. Venice _____ one of the most charming cities in the world. (considered)

B. Read the paragraph. Then rewrite the paragraph, replacing the underlined words with synonyms from the box.

greeted
roses

grin
scarlet

noticed
silent

peered
stepped

portrait
the ocean

rang
wandered

Anne arrived at the house and walked (1. _____) through the gate into the garden that smelled of flowers (2. _____). The sound of water (3. _____) reached her ears from somewhere out of sight. She walked (4. _____) up the path to the red (5. _____) door and pressed (6. _____) the doorbell. After a few moments, she saw (7. _____) someone behind the glass of the door, and it swung open to show her grandmother. Her grandmother looked (8. _____) at her for a few moments, and then her face relaxed into a smile (9. _____). Anne said hello to (10. _____) her grandmother and stepped into the warmth of the hallway. The door closed behind her, shutting her into the quiet (11. _____) atmosphere of the old house. She looked around the once familiar walls and saw that the picture (12. _____) of her grandfather was missing, nor was there any sign of him in the house.

Writing Skills 3

Student's answer

Editing Finished Work

Good writers know that a piece of work isn't finished until it has been checked for errors. This is especially important when writing in a foreign language. It's a good idea to take a break before checking your work so that you can look at it with fresh eyes. Read the following checklist for editing finished work.

| | |
|----------------------|--|
| Audience | Is the work appropriate for the intended audience? Have you written a formal piece for an informal situation or vice versa? Will the reader understand what you are trying to communicate? |
| Extra words | Have you included any extra words by mistake? Common examples include: articles, prepositions, personal pronouns, etc. |
| Missing words | Are there any words missing? Common examples include: articles, auxiliary verbs, prepositions, personal pronouns, etc. |
| Grammar | Is the grammar correct? A common example of a grammar mistake is forgetting the third person -s on present simple verbs. |
| Tenses | Have you used the correct tenses? Make sure that you are consistent with your tense usage and don't change tense in the middle of a sentence. |
| Punctuation | Punctuation is a very important feature of written English, often dictating meaning. Make sure that your work is punctuated correctly according to English rules. |
| Spelling | Many people have problems with English spelling, but most problems can be avoided by being careful. If you're not sure of a word, look it up in a dictionary! |

A. Correct the errors in the sentences.

1. My father is a journalist for seven years.
2. My parents was born in 1970 and got married in 1992.
3. I like Amy and Carol, but I really can't stand there pets.
4. The doorbell rang when Mindy talked to her friend on the phone.
5. I had a terrible day at work yesterday. My computer crashed and I lose all my work.
6. I think that the athletes should set a better example for young people.
7. Although cell phones have changed our lives forever, not everybody like using them.

B. Add capitalization and punctuation to the sentences.

1. mike turned to kevin and asked will you help me
2. suddenly the children ran to the door their father was home from his business trip
3. what do you think people should do to help decrease poverty in developing nations
4. sam doesnt like school very much but he does enjoy his english class
5. frank asked if he wanted time to think about it before he made his decision
6. my favorite book of all time is oliver twist by charles dickens.
7. in spite of all the bad reviews I still enjoyed the restaurant.

Writing an Account or Newspaper Article

Although most of us know what we want to say when we start writing, it is often easy to forget while in the process of writing, which can cause the work to lack structure and make it difficult for the reader to understand. Plan briefly first, so that you can check your progress as you write. Follow the guidelines below to help you.

1. Decide what information you need to convey to the reader. Ask yourself the questions **Who? Why? What? Where? When? How?** to come up with most of the information you need to include.
2. Write a brief plan like the one below, explaining what you will include in each paragraph. This will also help you decide how many paragraphs you need to include.
3. When you finish, check the work against the plan to make sure you've included everything. Try and read the piece as if you were someone else. Does it include all the information you need to provide?

A. Read the text that follows the plan and reorder the paragraphs so that they match the plan.

1. Introduction, mystery finally solved
2. Background history of the case, search, police and residents' reaction

3. How the case was solved
4. The men's reaction, what they've been doing, employers' reaction

a. However, two days ago, police received a phone call from their colleagues in New York saying that there was a man in their precinct who claimed to know what had happened to the two men. An agent flew up to New York to interview the man who had seen the case of the escaped convicts on a popular TV program on unsolved crimes, and had immediately recognized one of the men as his next-door neighbor and the other man as his next-door neighbor's cousin. He said that he'd never realized who they were before, because both men had changed their names as well as the color of their hair and eyes!

b. The two men were arrested in their new home. They had both been able to find jobs and were planning to get married soon. Confronted with the prospect of spending another twenty years in prison, one of the men had a stroke and was taken to hospital. The other man was driven back to the penitentiary to wait for their final sentencing. Neither man regretted escaping. They had both started new lives and had not committed any unlawful act while out of prison. Their employers have offered to testify as character witnesses and claim that both men have been model workers.

c. The two run-away convicts were first reported missing in May 2007, when they failed to appear at the door of their cell during morning inspection. Described as two of the most intelligent and dangerous criminals, the two men caused an enormous stir in the media. A national manhunt was launched in an effort to locate and apprehend the two escapees. Over one hundred thousand residents helped the police search the area and the surrounding desert with no success. Local law enforcement officers and residents eventually resigned themselves to the fact that they would not be able to find the two men.

d. After years of a nationwide search, it appeared that police had finally located the getaway car and prison uniforms of the detainees that had managed to dig their way out of the high security penitentiary in Phoenix, and a few days later the actual escapees.